

**ABSTRACT**

A visually coordinated absorbent product includes a product component having a body side liner, a garment side outer cover and an absorbent core disposed between the body side liner and the garment side outer cover. The product component has at least a first and second visual characteristic, wherein the first visual characteristic is different than the second visual characteristic. The product component is disposed in a packaging component having at least the first and second visual characteristics. In one embodiment, the packaging component is an individual pouch sized and configured to hold a single, individual product component. In various embodiments, the visual characteristics can include color, embossment, printing, and/or side sealing.